

fashion calendar 1961

21st YEAR • A WEEKLY PUBLICATION

JANUARY

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FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, MARCH 3, 1961</u>			
Thursday March 2 12:30 P.M. Luncheon	EUROPEAN READY-TO WEAR AT LUNCHEON SHOW Macy's "made-in" collection of ready-to-wear from Europe during luncheon. (Release date was Feb. 13.) Press by invitation. Public by reservation. Contact: "Banquet Dept.," PL. 9-3000. Macy Publicity: Stephanie Horton, OX. 5-4400. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	MACY'S NEW YORK	HOTEL PLAZA BALLROOM
Beginning Thursday March 2	PAPIER MACHE BOUTIQUE ITEMS Showing of papier mache boutique items designed by Gemma. Contact: WI. 7-6122.	GEMMA	ELLEN LOCKWOOD 1410 BROADWAY-10TH FL.
Friday March 3 11:00 A.M.	PRESS PREVIEW: CUSTOM- ORDER COLLECTION Preview of the Oldric Royce custom-order collection. By invitation. Publicity: Nona James, YU. 6-6980.	OLDRIC ROYCE	16 EAST 52ND STREET SALON
Friday March 3 2:30 P.M.	PRESS PREVIEW: LATE SUMMER COLLECTION Galanos will present his late Summer transitional collection to the press. By invitation only. Publicity: Maxwell Latham Mathews Ltd., PL. 3-5556.	GALANOS (BEVERLY HILLS, CAL.)	SHERATON EAST HOTEL
Saturday March 4- March 12	N. Y. COLISEUM ANTIQUES FAIR Antiques from all parts of the world on display and for sale by more than 140 antiques dealers from the U.S. and England. Hours: 1:00 - 11:00; Sundays, 2:00 - 7:00. Admission: \$1.50 (opening day \$2.00). Contact: PL. 5-9440. Publicity: Mary Osborne, MU. 3-9128.	WESTCHESTER ENTERPRISES	NEW YORK COLISEUM COLUMBUS CIRCLE
Saturday March 4- March 12	INTERNATIONAL FLOWER SHOW "Gardens For Outdoor Living"--forty-fourth annual flower show. Hours: First two days, 2:00 P.M.-10:00 P.M. Thereafter 10:00 A.M -10:00 P.M. Last day, 1:00 P.M.- 7:00 P.M. Tickets: \$2.00 (adults); 90¢ (children). Publicity: C.C. Walter or Bruce Fouche at E.M. Freystadt, LE. 2-5960.	HORTICULTURAL SOCIETY; N.Y. FLORISTS' CLUB	NEW YORK COLISEUM COLUMBUS CIRCLE
<u>WEEK BEGINNING SUNDAY, MARCH 5, 1961</u>			
Sunday March 5 1:00 P.M. Brunch	SPRING FASHIONS DURING BRUNCH Daytime and cocktail designer fashions. Millinery--Irene. Shoes--Silvia of Fiorentina. Reservations--\$4.00; contact: "Mr. Jerome," CI. 6-7700. Fashion Show Director: Peggy Cantor Associates, 117 East 37th Street, MU. 9-8542.	LUCILLE'S	HAMPSHIRE HOUSE FOUNTAIN ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday March 6 11:30 A.M.	PRESS PREVIEW OF IMPORT COLLECTION Spring import collection by Bergdorf Goodman will be previewed for the press. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR
Monday March 6 4:00 P.M.	PRESS PREVIEW: NEW JUNIOR SIZE CENTER Press preview of a newly designed Junior Size Center, a 16,000 square foot area, designed by Raymond Loewy Associates, comprised of "shops-within-a-store." (For release Wednesday, March 8.) By invitation. Publicity: Eileen Goldberg, TR. 5-7200 or TR. 5-0195.	ABRAHAM & STRAUS (BROOKLYN)	4TH FLOOR
Beginning Monday March 6	FALL OPENING-- ITALIAN KNITS Fall Italian knit collection, featuring dresses, coordinates coats and costumes. (Beginning March 10, showing at Sheraton West, L.A.; March 12 at Executive House, Chicago). Contact: Mike Salzman, OX. 5-1840.	ALBERTO IMPORTS, INC.	1407 BROADWAY SHOWROOM - 12TH FLOOR
Tuesday March 7 9:00 A.M. Breakfast	PREMIERE PRESS PREVIEW: MEN'S FASHIONS John Weitz will present his first men's wear collection, manufactured by The Bernhard Altmann Corp. For press, by invitation. Contact: Basil Elliot, at Bernhard Altmann, LA. 4-1900.	BERNHARD ALTMANN CORP.; JOHN WEITZ DESIGNS INC.	SARDI'S EAST 123 EAST 54TH STREET
Tuesday March 7 11:00 A.M.	PRESS PREVIEW OF SOPHIE CUSTOM-MADE Sophie, with the assistance of Stephen Erklin, will present her Spring collection to the press. By invitation. Publicity: Helen O'Hagan, PL. 3-4000.	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
Tuesday March 7 1:00 P.M. Luncheon	PRESS PREVIEW OF IMPORT COLLECTION Macy's will present their import collection to the press. (For release, Fri., March 10.) By invitation. Show will be televised on WNBC-TV, Channel 4, Sunday, March 12, from 11:10 - 11:40 P.M.; Fri., March 17 from 7:00 - 7:30 P.M. Publicity: Stephanie Horton, OX. 5-4400, Ext. 2260.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Tuesday March 7 4:00 P.M.- 7:00 P.M.	PRESS PREVIEW OF TOY EXHIBITS Preview for the press of permanent toy exhibits. By invitation. Publicity: Sidney D. Kronish, CH. 3-8508.	TOY MANUFACTURERS OF THE U.S.A., INC.	1107 BROADWAY STREET FLOOR
March 8	ABRAHAM & STRAUS RELEASE DATE--New Junior Size Center (Preview, March 6).		
Wednesday March 8 10:00 A.M. Coffee	PRESS PREVIEW OF IMPORT COLLECTION By invitation. (For release, Thurs., March 9.) Public showings on March 1 at 12:30 and 6:00 P.M., 3rd floor. Publicity: Mildred Collins, LO. 5-7960	STERN'S	3RD FLOOR
Wednesday March 8 12:00 Noon Luncheon	PREVIEW OF SUMMER COUTURE COLLECTION Presentation of Maria Krum's couture daytime, travel and evening fashions. (Note Change Of Date.) For press and buyers, by invitation. Contact: CI. 7-3060.	MARIA KRUM	41 WEST 56TH STREET SALON - 2ND FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday March 8 3:00 P.M.	OPENING: SPRING CUSTOM-ORDER COLLECTION Chez Ninon will present their Spring custom-order collection of French imports to press and customers. By invitation. Contact: PL. 3-6821.	CHEZ NINON, INC.	487 PARK AVENUE SALON
Thursday March 9 9:00 A.M.; And 12:00 Noon	IMPORT FASHIONS AT TWO SHOWINGS Spring import collection at breakfast and luncheon. Report by Jessica Daves, Editor-in-Chief, "Vogue" Magazine. Ready-to-wear committee of The Fashion Group and "Vogue" fashion editors. Prices: Breakfast--\$6.00 (members), \$10.00 (guests); Luncheon--\$10.00 (members), \$15.00 (guests). One guest per member. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA BALLROOM
Thursday March 9 12:30 P.M. Luncheon	SPRING CUSTOM FASHIONS DURING LUNCHEON Martier-Raymond will present their Spring custom-made collection during luncheon. Press by invitation. Public by reservation; contact: "Banquet Dept.," PL. 9-3000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	MARTIER-RAYMOND (36 CENTRAL PK. SO.)	HOTEL PLAZA TERRACE ROOM
March 10	MACY'S RELEASE DATE--Import collection.		
Friday March 10 9:30 A.M. Breakfast	PREVIEW: LINE-FOR-LINE PARIS & ITALIAN FASHIONS Press preview of Ohrbach's Paris and Italian Spring couture line-for-line reproductions of coats, suits and dresses. (For release Tues., March 14.) By invitation. Show will be televised on WABC-TV, Channel 7, Wed., March 15, from 7:00 to 7:30 P.M. N.Y. public show, Thurs., March 16 at 1:00 P.M., 5th floor. Newark public show, Mon., March 20 at 12:45 P.M., 2nd floor. Publicity: Mark Klauser, OX. 5-4000.	OHRBACH'S	4TH FLOOR BRIDAL SALON
Sunday March 12 1:00 P.M. Brunch	SPRING DRESSES DURING BRUNCH Spring fashions by Gothe during brunch. Millinery--John Frederics. Shoes--Silvia of Fiorentina. Reservations--\$4.00; contact: "Mr. Jerome," CI. 6-7700. Fashion Show Director: Peggy Cantor Associates, 117 East 37th Street, MU. 9-8542.	GOTHE, INC.	HAMPSHIRE HOUSE FOUNTAIN ROOM
Sunday March 12- March 15	TENTH NATIONAL PRESS WEEK IN DALLAS Newspaper fashion editors and syndicate writers will be invited to see Summer showings by 25 members of the Dallas Fashion Manufacturers Association. By invitation. Contact: Mrs. Velma McKee, Dallas Fashion Center, 913 Petroleum Building, Dallas, Texas.	DALLAS FASHION MANUFACTURERS CENTER	SHERATON DALLAS HOTEL DALLAS, TEXAS
Monday March 13- March 22	FIFTY-EIGHTH ANNUAL AMERICAN TOY FAIR About 1500 exhibitors will show at the 1961 Toy Fair, with temporary exhibits in Hotels New Yorker and Sheraton-Atlantic. Also permanent showroom exhibits at 200 Fifth Ave. and 1107 Broadway. Publicity: Sydney D. Kronish, CH. 3-8508.	TOY MANUFACTURERS OF THE U.S.A., INC.	HOTELS NEW YORKER & SHERATON-ATLANTIC
March 13	SAKS FIFTH AVENUE RELEASE DATE--Import collection. (No Show.)		
March 14	OHRBACH'S RELEASE DATE--Paris and Italian line-for-line show (See above).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday March 14 3:00 P.M.	PRESS PREVIEW: CUSTOM AND IMPORT COLLECTION Showing of the Hattie Carnegie Spring-Summer custom and import collection. By invitation. Publicity: Ruth Smith, PL. 5-2600.	HATTIE CARNEGIE	42 EAST 49TH STREET SALON
Wednesday March 15 9:45 A.M. Coffee	PRESS PREVIEW OF MATERNITY FASHIONS Preview for press of Lane Bryant's maternity Spring collection. By invitation. Publicity: Paula Miller, LE. 2-0200, Ext. 340.	LANE BRYANT (465 FIFTH AVENUE)	10TH FLOOR
Wednesday March 15 3:00 P.M.	PRESS PREVIEW OF SPRING COLLECTION Press preview of Elizabeth Arden's ready-to-wear and custom originals. By invitation. (Release date, Fri., March 17.) Publicity: Rasponi Associates, TE. 8-8171.	ELIZABETH ARDEN	691 FIFTH AVENUE SALON - 2ND FLOOR
Thursday March 16 11:30 A.M.	SPRING-SUMMER FASHIONS BY TWO DESIGNERS Fashions by Gigliola Curiel of Milan and Bernard Newman of the U.S.A. (For release, Mon., March 20.) <u>Note Change Of Date.</u> By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Thursday March 16 4:30 P.M. Cocktails	SHOWING OF PAST AND FUTURE SHOE FASHIONS "A Century Of Shoe Fashions, 1911..1961..2011"--presentation of Spring and Summer shoes, 1961...a nostalgic remembrance of shoes past...and a provocative glimpse of shoes future by noted designers. For consumer press, by invitation. Contact: Trudy Stamm at Ruder & Finn, PL. 9-1800.	A.S. BECK SHOE CORP. (25 WEST 43RD STREET)	HOTEL PIERRE ROOF GARDEN
March 17	ST. PATRICK'S DAY -- Friday.		
March 17	ELIZABETH ARDEN'S RELEASE DATE--Spring Preview, March 15 (See above).		
Sunday March 19 1:00 P.M. Brunch	SPORTSWEAR FASHIONS DURING BRUNCH Sportswear and at-home fashions designed by Monte Streitfield. Shoes--Fiorentina. Reservations--\$4.00; contact: "Mr. Jerome," CI. 6-7700. Fashion Show Director: Peggy Cantor Associates, 117 East 37th Street, MU. 9-8542.	STREGA N.Y., INC. (1407 BROADWAY)	HAMPSHIRE HOUSE FOUNTAIN ROOM
March 20	BERGDORF GOODMAN'S RELEASE DATE--Fashion Preview, March 16 (See Above).		
Tuesday March 21 9:00 A.M.- 11:00 A.M.	PREVIEW OF SPRING FABRICS Schumacher's collection of Spring fabrics. By invitation. Publicity: Mr. Rene Carillo, LO. 5-5700.	F. SCHUMACHER & CO.	535 MADISON AVENUE MAIN FLOOR
Tuesday March 21 4:00 P.M. Champagne	PRESS PREVIEW: ISRAELI KNITTED FASHIONS Preview of Fall wool knitted costumes, suits and dresses. From Israeli to greet the press-Lilli Malchi, designer; Trude Bloch, production manager; Mr. F.H. Bloch, managing director. <u>Showing at 4:00 P.M.</u> By invitation. Publicity: Pauline Greene at Charles J. Charney, PL. 7-0955.	AILED ORIGINALS LTD. (1410 BROADWAY)	ISRAELI CONSULATE 11 EAST 70TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday March 23 12:30 P.M. Luncheon	SUMMER FASHIONS DURING LUNCHEON Showing of Nathan & Strong's Summer fashions available at "Miss Bergdorf." Press by invitation. Public by reservation; contact: "Banquet Dept.," PL. 9-3000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	NATHAN & STRONG	HOTEL PLAZA PERSIAN ROOM
Thursday March 23 4:00 P.M. Champagne	PREVIEW: COORDINATES & SPORTSWEAR FOR FALL "California Kaleidoscope"--showing of coordinates and sportswear collection for Fall. For press and buyers, by invitation. Publicity: Joy Frizze, 611 Mission, San Francisco. (Showing in Los Angeles, Wed., March 8 at 8:30 A.M., breakfast, at the Sheraton West Hotel.) By invitation. Contact: Mervin Brown, Madison 6-2287 in L.A. Contact in New York: Susan Shaw, LO. 5-2442.	KORET OF CALIFORNIA	1407 BROADWAY SHOWROOM - 4TH FLOOR
Monday March 27 12:30 P.M. Luncheon	FASHION SHOW OF THE MONTH Showing of Adele Simpson's Summer fashions available at De Pinna. Press by invitation. Public by reservation; contact: "Banquet Dept.," PL. 5-1000. De Pinna Publicity: Betty Flannery, PL. 7-9000. Fashion Show Director: Mary Alice Rice, CI. 6-1790.	DE PINNA	SHERATON-EAST HOTEL BALLROOM
March 31	GOOD FRIDAY.		
March 31	PASSOVER -- begins Friday, at sundown. (April 1 - April 8).		
Saturday April 1- April 9	FIFTH EDITION OF AUTOMOBILE SHOW Hours: Daily--11:00 A.M. to 11:00 P.M.; Sunday--1:00 P.M. to 8:00 P.M. Prices: Adults--\$1.50; Children 75¢. Publicity: United Public Relations, PL. 1-3950.	INTERNATIONAL AUTOMOBILE SHOW	NEW YORK COLISEUM COLUMBUS CIRCLE

EASTER ACTIVITIES IN NEW YORK CITY

Saturday April 1 2:00 P.M.	FIFTEENTH ANNUAL EASTER EGG-ROLLING Arnold Constable will present their fifteenth annual Easter egg-rolling contest, in cooperation with the Department of Parks. For children 5 through 13 years of age. Publicity: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE	CENTRAL PARK GREAT LAWN (80TH ST.)
Sunday April 2 12:00 Noon Luncheon	SPRING-INTO-SUMMER FASHIONS AT LUNCHEON Easter showing of dresses by Nathan & Strong and N.S. Juniors. Hats--Emme Boutique. Showing at 3:00 P.M. Fashion Director and Commentator: Mia Grau. Reservations--\$7.50. Contact: "Mr. Manca," EL. 5-3000, Ext. 242.	NATHAN & STRONG; N.S. JUNIORS	WALDORF-ASTORIA PEACOCK ALLEY
Sunday April 2 1:00 P.M. Luncheon	EASTER SHOWING OF SPRING MILLINERY John Frederics will present his Spring collection of millinery for the benefit of The Judson Health Center. Reservations--\$11.00: "Banquet Dept.," PL. 9-3000. John Frederics Publicity: Ronald Forstadt, CI. 7-7745. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	JOHN FREDERICS	HOTEL PLAZA RENDEZVOUS ROOM

(continued on following page)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday April 2 1:00 P.M. Luncheon	FASHION SHOW AT EASTER LUNCHEON Fashions by Roxanne for Samuel Winston; hats--Mr. John; jewelry--Cartier. For benefit of N.Y. Association For The Blind. Tickets: \$8.50. Reservations, contact: "Andre," TE. 8-8000. Pierre Fashion Director: Anne Taylor, TE. 8-8000.	SAMUEL WINSTON; MR. JOHN; CARTIER	HOTEL PIERRE COTILLION ROOM
Sunday April 2 1:00 P.M. Luncheon	BENEFIT LUNCHEON ON EASTER SUNDAY Mr. John will show his "American Tradition" collection of custom hats, couture, furs and accessories; also "Man Of Distinction" hats and accessories. For benefit of Girls' Club of New York. Reservations--\$12.50; "Banquet Dept.," PL. 5-1000. Mr. John Publicity: Joseph Mann, PL. 7-1966. Fashion Show Director: Mary Alice Rice, CI. 6-1790.	MR. JOHN, INC.	SHERATON-EAST HOTEL BALLROOM
Sunday April 2 1:00 P.M. Luncheon	FASHION SHOW AT EASTER LUNCHEON Designs of: Countess Alexander; Dorothy Dickerson; Seymour Jacobson; Vera Maxwell; Pattullo-Jo Copeland; Maurice Rentner; Rudolf Gowns; Sarmi; Terry-Allen. Suits--Belliciano. Hats--Emme. Furs--Ben Kahn. Children's dresses--Cinderella. Toddlers' dresses--Nannette. Cosmetics--Tussy. Showing at 1:45 P.M. Fashion Show Director and Commentator: Mia Grau. Reservations--\$7.50. Contact: "Mr. Louis," EL. 5-3000, Ext. 242.	LEADING DESIGNERS	WALDORF-ASTORIA EMPIRE ROOM
Sunday April 2 1:00 P.M. And 3:00 P.M. Brunch	SPRING FASHIONS AT EASTER LUNCHEON Spring custom-made fashions by Martier-Raymond. Shoes--Silvia of Fiorentina. Hats--Vincent-Harmik. Gloves--Kislav. Jewelry--Int'l Cultured Pearls. Reservations--\$6.00. Contact: "Mr. Jerome," CI. 6-7700. Fashion Show Director: Peggy Cantor Assoc., MU. 9-8542.	MARTIER-RAYMOND	HAMPSHIRE HOUSE FOUNTAIN ROOM
Tuesday April 4 8:00 P.M. Summer; Dancing	"AN EVENING WITH AMERICAN FASHION" The Fashion Group's third annual Evening Gala will this year honor American designers. Chairmen: Eugenia Sheppard, general chmn.; Sally Kirkland, fashion show; Eleanor Lambert, publicity; Margaret Macy, program book; Elizabeth Stout, advertising. Price: \$25.00 per person. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA GRAND BALLROOM
Friday April 28 8:30 P.M.	THIRD ANNUAL EMBASSY BALL Italy will be honored at this year's Embassy Ball. Proceeds, underwritten by Fiat, Snia Viscose, Vespa and three American firms will be divided between the Children's Asthma Research Institute of Denver and Professor Cocchi's Ospedalino Meyer for Children of Florence, Italy. Price--\$75.00 per person. Contact: Miss Vine Phoenix at Embassy Foundation, PL. 7-8187. Publicity: Rasponi Assoc., 667 Madison Avenue, TE. 8-8171.	EMBASSY FOUNDATION (171 WEST 57TH STREET)	WALDORF-ASTORIA GRAND BALLROOM
Tuesday May 16 9:00 A.M. Breakfast	ANNUAL SUB-TEEN FASHION & MERCHANDISING CLINIC Complete presentation of publicity campaigns and subteen style show forecast. Admission by ticket only for trade press and merchandisers. (Note Change Of Hotel.) Publicity: Pat Di Sernia, Fashion and Merchandising Director, The American Girl Magazine, PL. 1-6900.	AMERICAN GIRL MAGAZINE	SHERATON-ATLANTIC HOTEL B'WAY & 34TH STREET

MOVIES...THEATRE...OPERA

- Friday
March 3 PREMIERE: "CRY FOR HAPPY" (Movie) FORUM & TRANS-LUX, 52ND ST. THEATRES
Starring Glenn Ford, Donald O'Connor, Miiko Taka, Miyoshi Umeki,
James Shigeta, based on the novel by George Campbell, presented by
Columbia Pictures in CinemaScope. Comedy about 4 navy men who become
paying guests in a Geisha house, and the misunderstanding that they are
running a home for destitute Japanese children. Producer: William
Goetz. Director: George Marshall. Publicity: Hortense Schorr, PL. 1-4400.
- Monday
March 6 TWENTIETH WEEK: METROPOLITAN OPERA, MET. OPERA HOUSE, B'WAY & 39TH ST.
Mon., March 6: Verdi's Il Trovatore. Tues., March 7: Strauss' Elektra.
Wed., March 8: Ponchielli's La Gioconda. Thurs., March 9: Verdi's Aida.
Fri., March 10: Berg's Wozzeck. Sat. Mat., March 11: Puccini's La
Boheme. Sat. Eve., March 11: Verdi's Rigoletto. Publicity: Francis
Robinson, PE. 6-1200.
- Monday
March 6 OPENING: "ROOTS" MAYFAIR THEATRE, 235 WEST 46TH STREET
Norman Twain, by arrangement with the English Stage Co., Ltd. will
present the Arnold Wesker play with Katherine Squire, Mary Doyle, Janet
Ward, William Hansen, Stefan Gierasch, others. Director: Mark Rydell.
Costumes: Marion Lathrop. Publicity: Max Eisen, OX. 5-1864.
- Thursday
March 9 OPENING: "THE DEVIL'S ADVOCATE" BILLY ROSE THEATRE, 208 WEST 41ST ST.
Dore Schary, in association with Walter Reilly, will present the play
based on the novel by Morris L. West, starring Leo Genn, Sam Levene,
Edward Mulhare, Edward Cianelli, Olive Deering, Michael Kane. Director:
Dore Schary. Sets: Jo Mielziner. Costumes: Theoni Aldredge. Publicity:
Richard Maney, CI. 7-4646.
- Tuesday
March 14 OPENING: "IMPORTANCE OF BEING OSCAR" LYCEUM THEATRE, 149 W. 45TH STREET
S. Hurok and Roger Stevens, in association with Sir Michael Redgrave and
Fred Sadow, will present Michael MacLiammoir in a one-man production,
based on the three most significant phases of Oscar Wilde's life.
Director: Hilton Edwards. Publicity: Martin Feinstein, CI. 5-0500.
- Wednesday
March 15 OPENING: "BIG FISH, LITTLE FISH" ANTA THEATRE, 245 WEST 52ND STREET
Starring Jason Robards, Jr., Hume Cronyn, Martin Gabel with George
Grizzard, George Voskovec, Ruth White, Elizabeth Wilson, in a new
play by Hugh Wheeler. About a group of moderately unsuccessful people
on the fringe of the arts, presented by Lewis Allen and Ben Edwards.
Director: John Gielgud. Costumes: Mary Grant. Publicity: Harvey
Sabinson, JU. 2-4747.
- Thursday
March 16 OPENING: "HAMLET" PHOENIX THEATRE, 2ND AVENUE & 12TH STREET
T. Edward Hambleton and Stuart Vaughn will present the Shakespearian
play with Donald Madden, Patricia Falkenhead, Albert Quinton, John
Heffernan, Joyce Ebert, Ted Griethuysen, Ray Reinhardt, Jared Reed.
Director: Stuart Vaughn. Setting and costumes: Peter Wingate. Publi-
city: Bernstein-Kornzweig, JU. 2-2490.
- Thursday
March 30 PREMIERE: "A RAISIN IN THE SUN" (Movie) FORUM THEATRE, B'WAY & 47TH ST.
Re-creating the roles originated in the play, starring Sidney Poitier,
Claudia McNeil, Ruby Dee, with Diana Sands, Ivan Dixon, John Fiedler,
Louis Gossett, adapted by Lorraine Hansberry from her own play. Producers:
David Susskind and Philip Rose. Director: Daniel Petrie. Publicity:
Hortense Schorr, PL. 1-4400.

1962

JANUARY	FEBRUARY	MARCH
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